

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Yingwei Claire Cui et al.	Art Unit	: 3622
Serial No.	: 10/649,585	Examiner	: Arthur D. Duran
Filed	: August 27, 2003	Conf. No.	: 4994
Title	: CONTENT-TARGETED ADVERTISING USING COLLECTED USER BEHAVIOR DATA		

**MAIL STOP AF**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF FEBRUARY 25, 2010

Please amend the above-identified application as follows.